**IT Applications Unit 3, AOS 2, Organisations and Data Management**

Complete the following from Ch 3, Data Management Tools, p 87-97

**Data Collection, How is data acquired:**

1. Data collection by forms:
   1. Prior to online forms how was data collected?

Manual validation

* 1. What were the problems with this method of collection?

It’s not necessarily accurate. Takes a lot of time to collect.

1. **Direct data collection: Reasons why organisations acquire data via websites:**
   1. Describe four advantages or reasons why organisations directly acquire data from customers.

Four advantages are that you receive the forms quicker, the website is accessible 24/7, easy to read because some handwriting is difficult to read and direct data collection.

* 1. What is a potential problem with direct access?

Customers may input the incorrect data (such as false email address or a non-sensical name) and it wont always be picked up electronic validation.

1. **Why individuals and organisations supply data by websites:,** p 91

Elaborate under each of the following:

* 1. Purchasing of goods and services
     1. Who is of most benefit of purchasing this way?

The customer.

* + 1. What is meant by time-poor people?

People who don’t have enough time to do things.

* 1. Feedback
     1. What is the nature of feedback sought?

The nature of feedback sought is for product research, marketing or to see how they are generally doing.

* 1. Online voting

It is a method of expressing an opinion.

* 1. Social Networking

Facilitate the way individuals communicate with their friends and family.

1. **Techniques used by organisations to acquire data on websites and reasons for their choice**, p 95
   1. Explain the nature of PHP.

PHP’s nature is a general purpose scripting language that is used on web servers.

* 1. What is a dynamic webpage?

A dynamic page is one that changes as requested by the user.

* 1. Give examples of dynamic webpages.

Google Earth and online banking.

* 1. Explain the nature of ASP.

ASP’s nature is to assist in building dynamic webpages.

* 1. How does JavaScript differ from PHP and ASP?

JavaScript are mainly used on the client side whilst PHP and ASP are on the server side.

* 1. Back-end tools
     1. what type of information is sought by back end tools such as cPanel and Google Analytics.

Statistics

* 1. Cookies
     1. Describe the nature of a cookie.

The nature of a cookie is that it is a small file that web server stores on the users computer.

* + 1. What information does a cookie typically contain?

Data about the user, such as the user’s email address and web viewing preferences.

* + 1. How can cookies be misused?

They can be misused as spyware.

* + 1. What is spyware?

Spyware is a file that collects small amounts of information about users without their knowledge.

**Techniques used by organisations to protect the rights of individuals and organisations supplying data**, p 96.

**Security protocols**

1. Describe the nature of TLS and SSL

TSL and SSL are protocols used to provide security for communications on the internet.

1. What is the role of HTTPS software?

Its role is to provide encryption and security in terms of identification of the server.

1. Which port does HTTPS use? How does this compare to HTTP.

It compares to HTTP because they are both the same the only difference is that HTTPS is secure meaning you are able to make online transactions without people being able to see your information.

**Privacy Policies**

1. What is the role of privacy policies?

Its role is to inform customers about how it uses the data collected and to whom it will disclose it.

1. What data must a privacy policy contain?

It must include details about what data is gathered and how it is used.

**Shipping and returns policy**

1. What is the role of these policies?

The role of these policies are to assist customers with how to proceed should the order not meet with their satisfaction.